

## AMENDMENTS TO THE SPECIFICATION

Please replace paragraph [0038] with the following paragraph:

--[0038] Fig. 2 shows an exemplary structure for a, open content model (OCM) message 200 generated based on OCM-Messaging of a computing device 110. For purposes of correlation with the system 100 of Fig. 1, transport neutral (TN) message 200 is represented by a respective portion of program data 137 of Fig. 1. (The message of TABLE 3 is an example of a TN message 200). TN message 200 comprises endpoint reference(s) 202 and message information header(s) 204. An endpoint reference 202 supports a set of dynamic usage patterns not currently available through conventional Web Service Description Language(s) (“WSDL”). Endpoint reference 202 use, for example, allows for: Dynamic generation and customization of lightweight, self-contained service endpoint descriptions. Such descriptions allow communicating parties to flexibly and dynamically exchange information, even in tightly coupled environments. For purposes of discussion, a tightly coupled environment is one wherein communicating parties share a set of common assumptions about specific policies or protocols or processing environment. An example of such dynamic generation and use of an endpoint reference can be found in U.S. Patent Application no. 10/801,998 ~~<to be supplied>~~, titled “Using Endpoint References in a Publish/Subscribe System”, filed on 03/15/04, commonly assigned hereto, and hereby incorporated by reference. In one implementation, details of endpoint configuration may be shared by communicating parties, but specific policy

information is added or updated, for instance, as a result of a dynamic configuration process, via an endpoint reference.--